

## **MOUNT SAN JACINTO WINTER PARK AUTHORITY**

Minutes of the Regular Meeting of the Mount San Jacinto Winter Park Authority held August 21, 2019 at the Palm Springs Aerial Tramway, Palm Springs, CA.

### **Authority Members:**

Brian Conley  
Bary Freet  
Brian Nestande  
Jerry Ogburn  
Jeff Ohlfs  
Nancy Stuart

### **Staff:**

Nancy Nichols, General Manager  
Marjorie De La Cruz, VP HR & Risk Mgmt.  
Tara Meinke, VP Finance  
Gary Aberg, VP Technology  
Greg Purdy, VP Marketing & Public Affairs  
Cara Youngman, Public Relations Manager

### **Absent:**

Sandra Magana-Cuellar

### **Legal Counsel:**

Robert Hargreaves

### **Guests:**

John Fritch, Elevated Experiences  
Kelly Elliott, MSJSP  
Kyle Radke, The Jones Agency  
David Barry, Pursuit Corporation  
Mark Piquette, Pursuit Corporation

### **CALL TO ORDER – STUART**

Meeting called to order at 9:34 a.m.

### **ROLL CALL – PURDY**

### **PLEDGE OF ALLEGIANCE – FREET**

### **WELCOME OF GUESTS – STUART**

### **APPROVAL OF AGENDA – STUART**

**Upon Motion by Nestande, seconded by Ogburn and carried, to accept today's agenda was unanimously approved.**

### **PUBLIC COMMENTS**

None.

### **APPROVAL OF MINUTES – STUART**

**Upon Motion by Conley, seconded by Ohlfs and carried, to approve meeting minutes dated June 19, 2019, were unanimously approved.**

## **PRESENTATION**

Pursuit Corporation made a presentation regarding services their company could provide the Authority.

## **ADMINISTRATIVE REPORTS**

### **BUDGET AND FINANCE REPORT**

Meinke asked if the Authority had received and reviewed the financial reports and narrative for June 2019 and July 2019, and asked if there were any questions. Hearing none, she explained that despite ridership being down because of the flood closure, revenue had increased because of insurance reimbursements and costs such as utilities had decreased.

Concessions – Fritch reported that sales were up \$102,000 for July 2019 compared to the July 2018. He reported he had assumed the role of executive chef, was finishing new menus, would be raising quality of offerings and would be lowering some of the prices in Peaks Restaurant.

### **MARKETING REPORT**

*Sales & Public Relations* - Purdy reported attendance was up 23.4% for July 2019 and that it was a record July. He stated if factoring in the July 2018 fire closure, which resulted in the loss of approximately 7,462 visitors, attendance this July would be up 7%. He stated groups were up 32% in July 2019 compared to July 2018. Purdy reported First Responders Days, occurring this month, was tracking up compared to last year, Tram will appear in a new TV show "Aaron Needs a Job" airing September 9 on The Discovery Channel and "Uncovered in the Archives" airs on KVCR starting September 29.

*Advertising* – Radke advised that expenses came in slightly under-budget for the fiscal year-end June 30, 2019. She reported ads were currently focusing on Summer Pass and Military Days promotions both in and out-of-market. She reported this year started Hispanic television advertising; August would be First Responders focus and then campaign refresh after Tram's annual maintenance closure. She stated Road Challenge and Snow Guessing would be ready to go in October.

### **GENERAL MANAGER REPORT**

Nichols stated had hired a company to make Tram's website ADA compliant and invited Authority members to click on the blue icon now visible on the website to view. It would be a four-step process and be completed in a couple of months.

De La Cruz reported there was one outstanding insurance claim but had received \$2.4 million relating to the flood damage. She stated there was still approximately \$750,000 in outstanding flood damage expenses and was working with FEMA to recover.

Nichols reviewed Minute Order 2019-8 and recommended its approval.

**Upon motion by Ohlfs, seconded by Nestande and carried, to approve Minute Order 2019-8 authorizing the general manager to approve contracts during the Palm Springs Aerial Tramway annual maintenance shutdown September 2019 and report back at the October 16, 2019 board meeting, was unanimously approved.**

Aberg reviewed Minute Order 2019-9 and recommended its approval.

**Upon motion by Ogburn, seconded by Conley and carried, to approve Minute Order 2019-9 authorizing the expenditure of \$72,000 for the evaluation, preventative maintenance and repair to the power line from Valley Station to Mountain Station, and that the Valley Station water tank project be reassigned to be completed next fiscal year, was unanimously approved.**

Aberg presented the projects report in Whitmore's absence.

*Project Report* - Aberg stated hazardous abatement was completed at the Mountain Station and electrical and plumbing were on schedule for the Mountain Station upgrade project. He reported this shutdown Maintenance was replacing the carriage to include all hoses, wheels and hydraulic fittings on Cabin 1; the haul rope was being shortened and was replacing the defective sheave. Groundwater monitoring wells in Long Valley, as required by the Regional Water Board and approved by State Parks, were being installed. The IT Department would be upgrading email servers, along with annual maintenance of retail and point of sale systems. All required staff training would occur and would be doing miscellaneous repairs to the Valley Station, the Mountain Station and the roads.

#### CALIFORNIA STATE PARK REPORT

Elliott confirmed that they would have State Park personnel supervising on-site during the well installation process. She stated she saw the ad in PORAC Magazine about First Responders Days and thanked the Tram. She reminded the Authority that State Parks had a visitation counter at the bottom of the concrete ramp to Long Valley and now had statistics since 2016, if interested in viewing.

#### **AUTHORITY MEMBER COMMENTS**

Ohlfs stated he would not be in attendance at the October meeting, but would teleconference if needed. He extended thanks to the Tram staff for their assistance with the recent Morongo Basin Search and Rescue team training, of which he is a member.

Conley extended his thanks to the Tram staff for doing such an excellent job. Everything runs so well.

Freet extended his support for finding the answer to the question about Tram entering into operating agreements with other companies. It is a general question and not at all vendor specific.

Stuart extended her thanks to staff for everything and for the construction progress since the June meeting.

### **CLOSED SESSION**

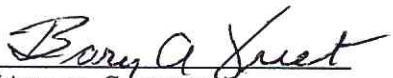
Chair adjourned regular meeting at 10:33 a.m. to reconvene in Closed Session, Item 11.A. Public Employment GC 54957 General Manager

### **CLOSED SESSION ITEMS**

Stuart reconvened the regular meeting at 11:08 a.m. No reportable action was taken.

### **ADJOURNMENT**

Hearing no further business, Chair adjourned the meeting at 11:09 a.m.

  
(Attest: Secretary)